



## LAC LA BICHE COUNTY POLICY

TITLE: FACILITY ADVERTISING	POLICY NO: CM-71-012
RESOLUTION: 10.007	EFFECTIVE DATE: JANUARY 12, 2010
LEAD ROLE: MANAGER, RECREATION/CULTURE AND FACILITIES	NEXT REVIEW DATE: JULY 1, 2010
SPECIAL NOTES/CROSS REFERENCE:	AMENDMENT DATE:

### POLICY STATEMENT:

Lac La Biche County believes keeping the Facility costs affordable to all users is a priority. Therefore Facility advertising opportunities are available to help promote local business and organizations.

### PROCEDURE:

1. Lac La Biche County shall install the signage in a timely manner from the date of the receipt.
2. Advertisers will submit a copy of the advertisement design proposal for consideration and acceptance. Lac La Biche County reserves the right to accept or reject any advertising design or copy proposal.
3. All advertisers are required to enter into a contract with the County when signage has been approved.
4. The initial location of the advertisements will be on a first come, first paid basis. To facilitate these endeavors, County staff may develop and promote a location plan for advertising copy.
5. Current advertisers have first right of refusal to maintain the existing location of their advertisement subject to an increase to fees for the renewal period.
6. The size of the advertising shall be predetermined by the County of Lac La Biche together with suitability of materials and other advertising particulars as outlined in the contract.
7. At the expiration or termination of an advertising contract, the County agrees not to destroy or dispose of the signage without obtaining approval from the advertiser or will make arrangements for them to retrieve the signage.
8. Due to the nature of Special Events promoted by the County of Lac La Biche, it may be necessary periodically to temporarily obscure existing advertisements. The County will make every effort to provide maximum exposure for advertisements at all times.
9. All interested businesses and organizations shall have equal opportunity to advertise in the Lac La Biche County Facility, on a first come, first serve basis.

10. All signage must be professionally made and all costs associated with design, painting, setup fees and installation are the responsibility of the Advertiser.
11. Maintenance and upkeep of the signage shall be the responsibility of the Advertiser and not the responsibility of the County. In the event the signage shows signs of wear, the Advertiser will be notified and steps must be taken by the Advertiser to complete the necessary repairs and/or upgrades.
12. Advertising fees are due and payable on an annual basis to retain the right to keep the signage posted. The County will invoice in July of each year and rentals will be payable on or before August 31 on the year of the invoice.

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"Original Signed"  
Chief Administrative Officer

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January 22, 2010  
Date

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"Original Signed"  
Mayor

\_\_\_\_\_  
January 22, 2010  
Date